

**ABSTRACT**

The invention relates to a hand-held device for transferring a film of, for example, adhesive, covering, or coloured material from a backing tape onto a substrate. The device has a housing in which a supply of the backing tape is arranged, and an application member projecting from the housing and having a first and a second application edge. The backing tape is wound around the free end and the application edges of the application member and extends into the housing with tape sections at the lower longitudinal side facing the substrate during the mode of operation and at the upper longitudinal side opposite the lower longitudinal side. For improvement of the view to the film application during the mode of operation, the second application edge projects from the lower longitudinal side of the application member.